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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

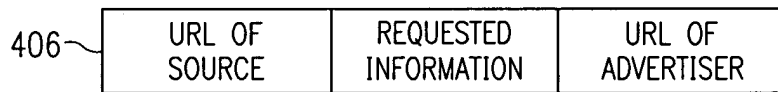


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

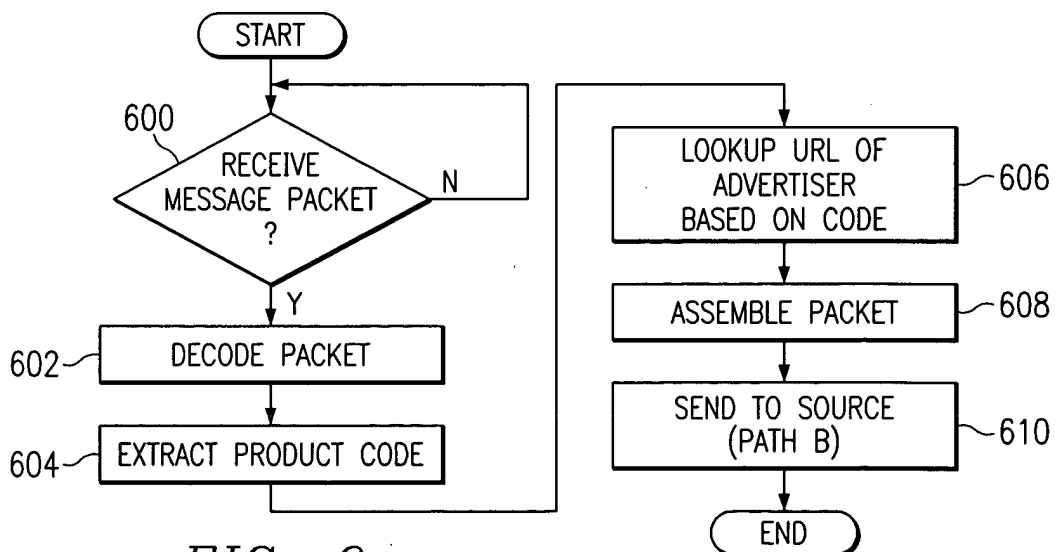


FIG. 6

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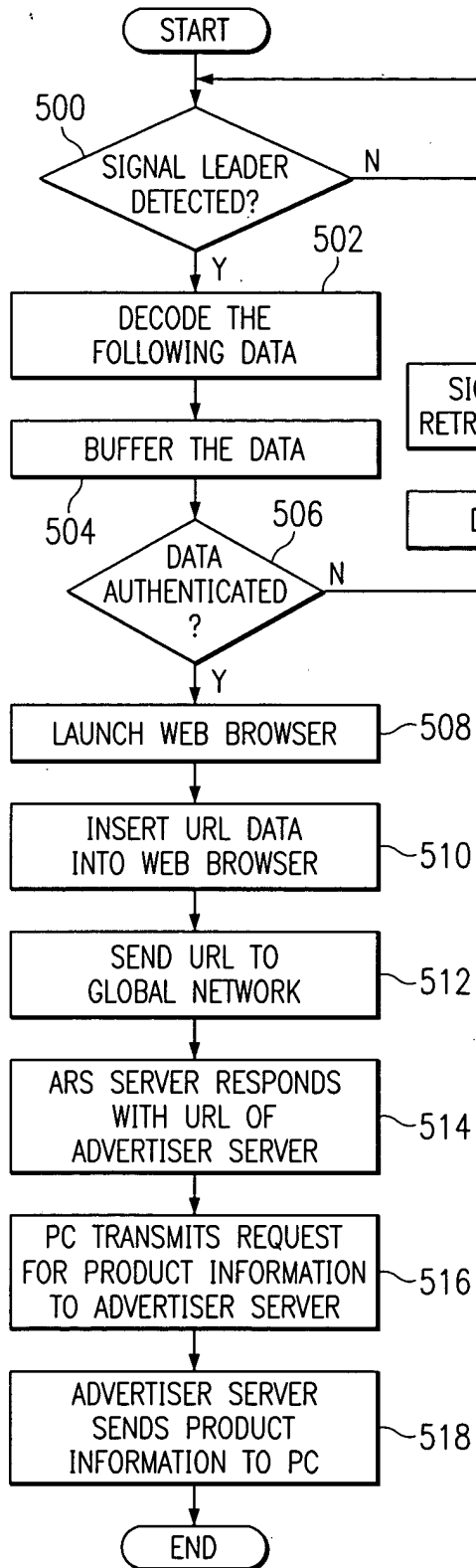


FIG. 5

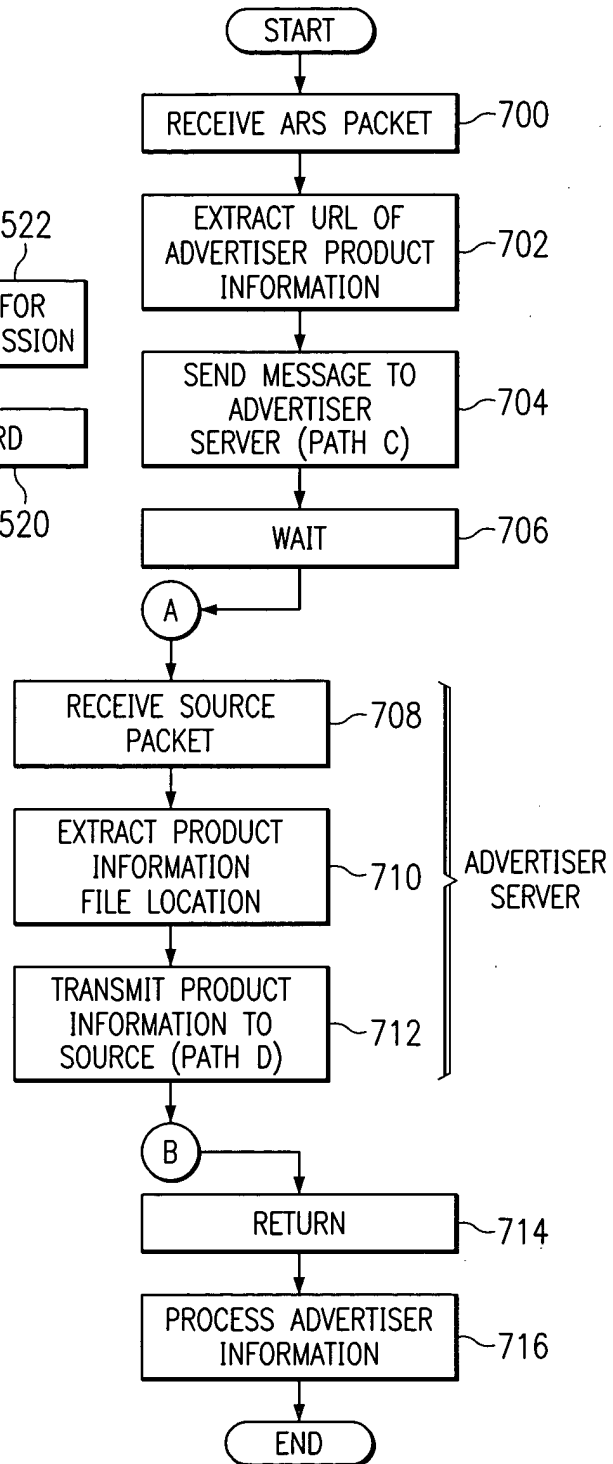
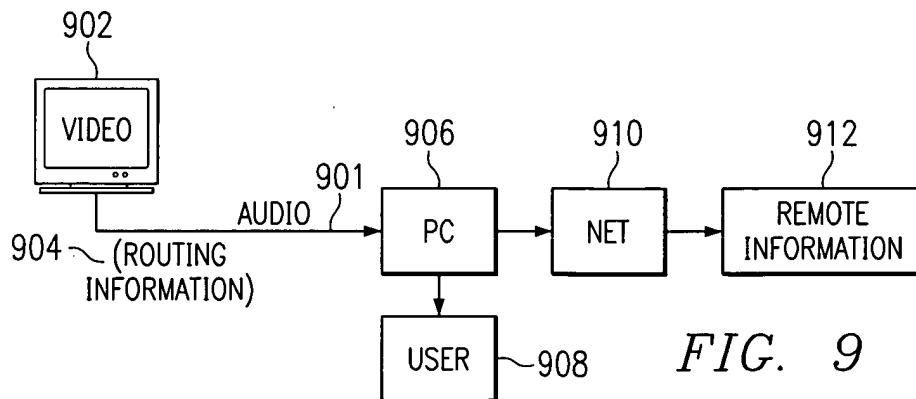
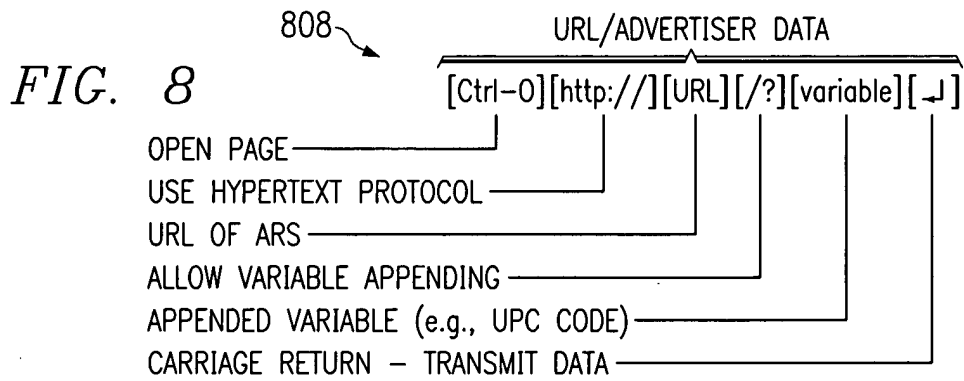
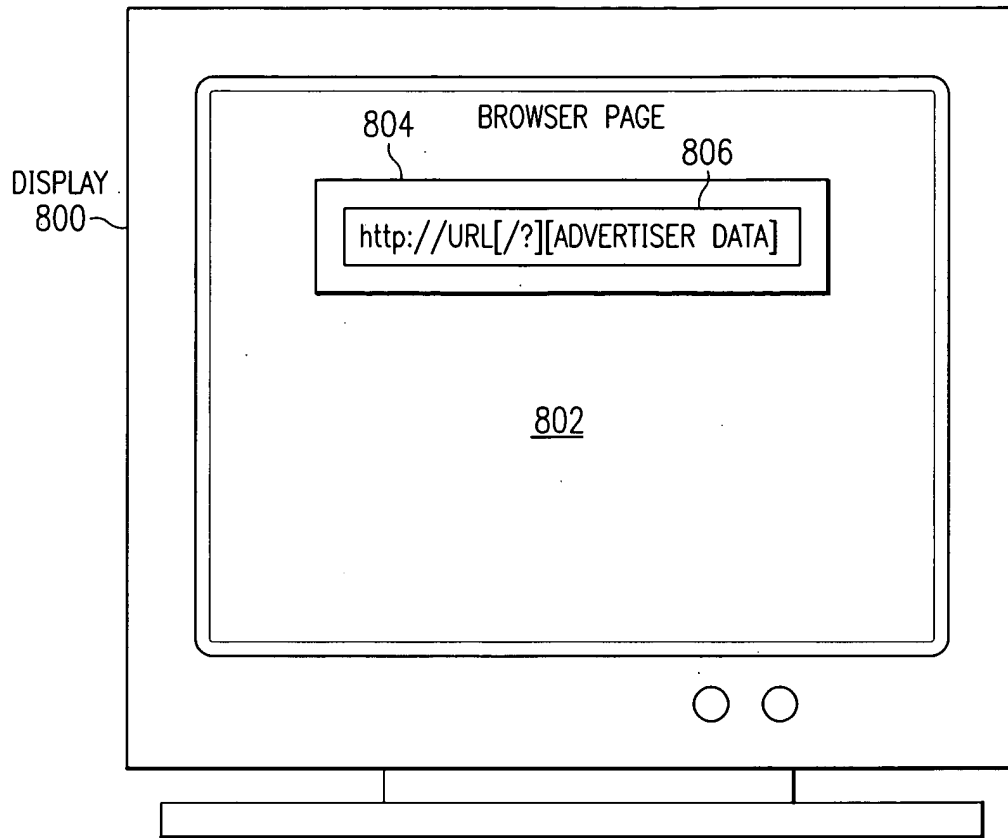
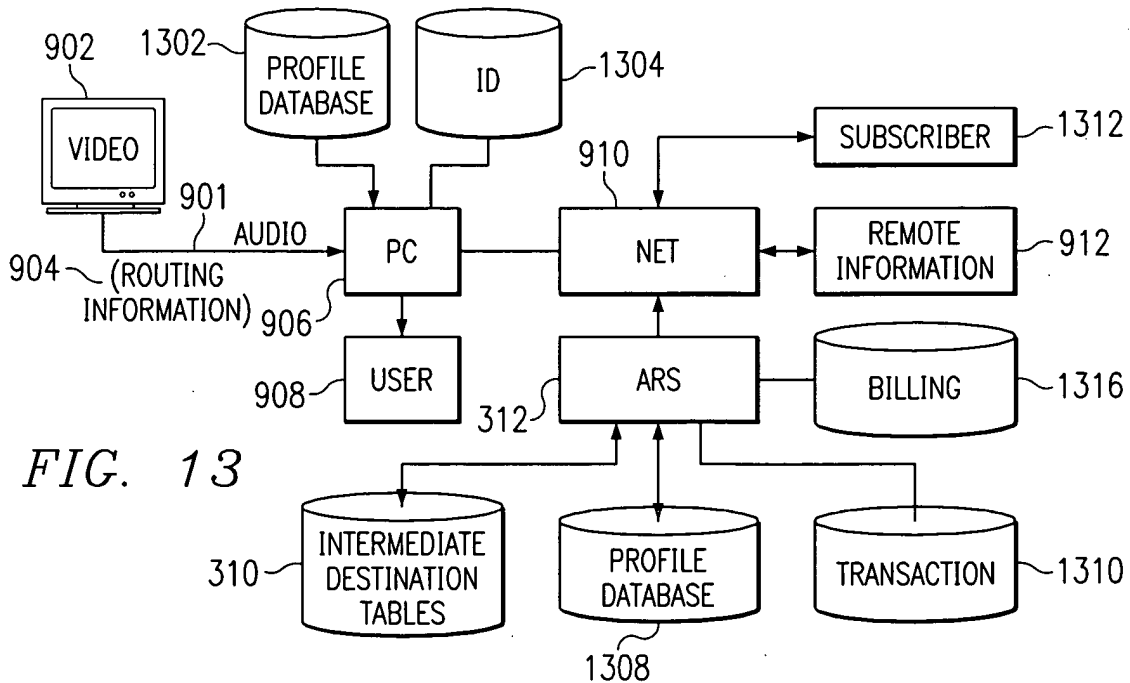
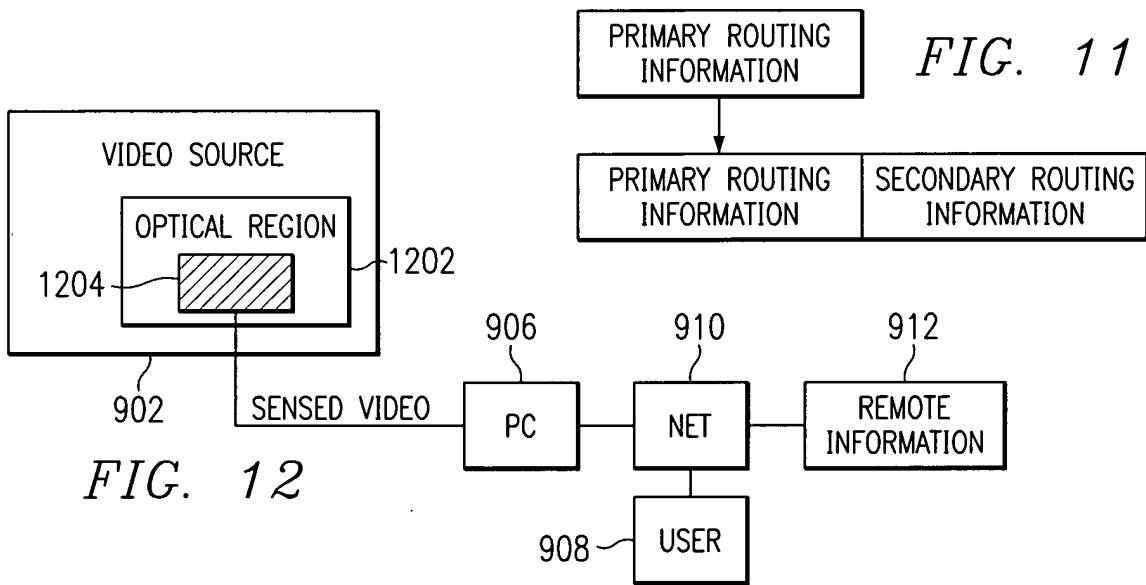
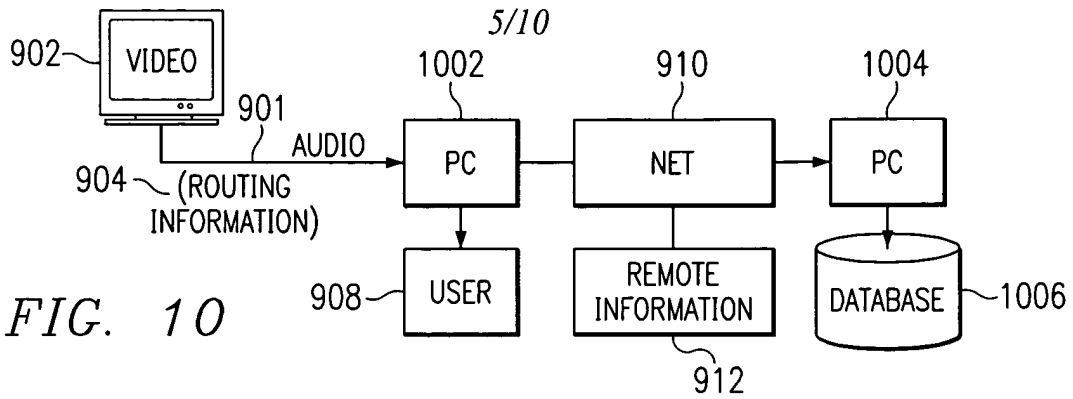


FIG. 7

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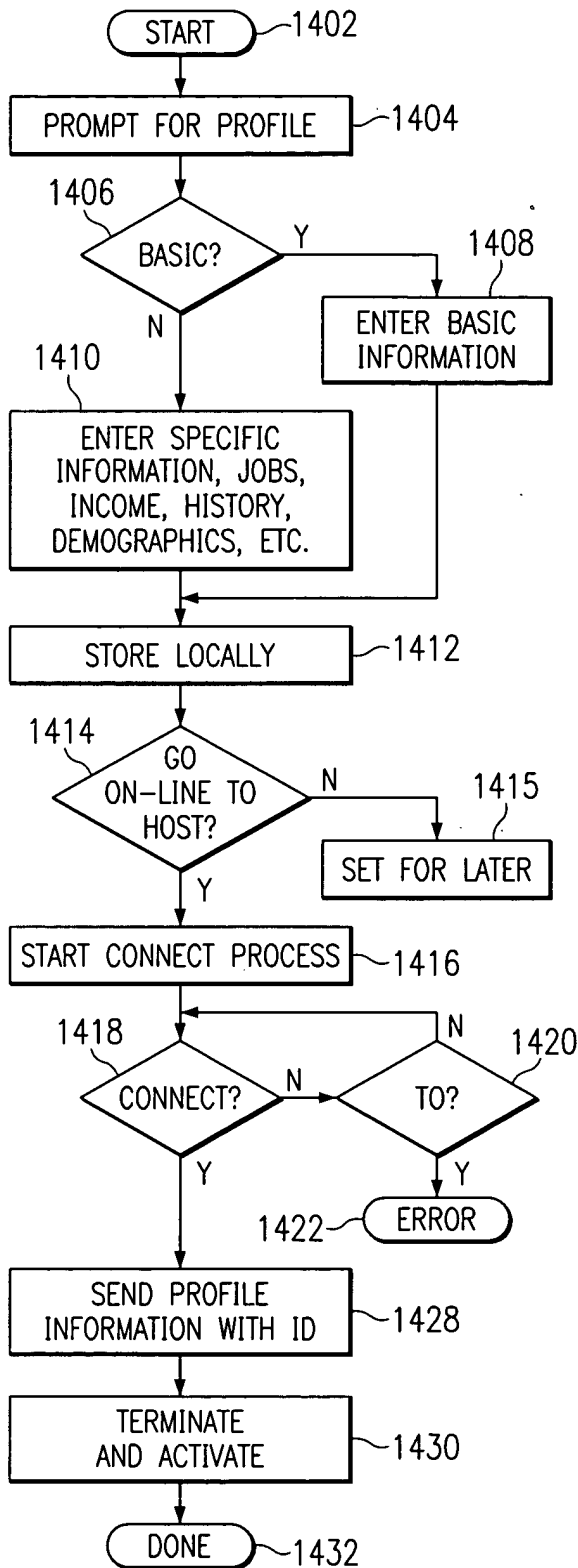


FIG. 14

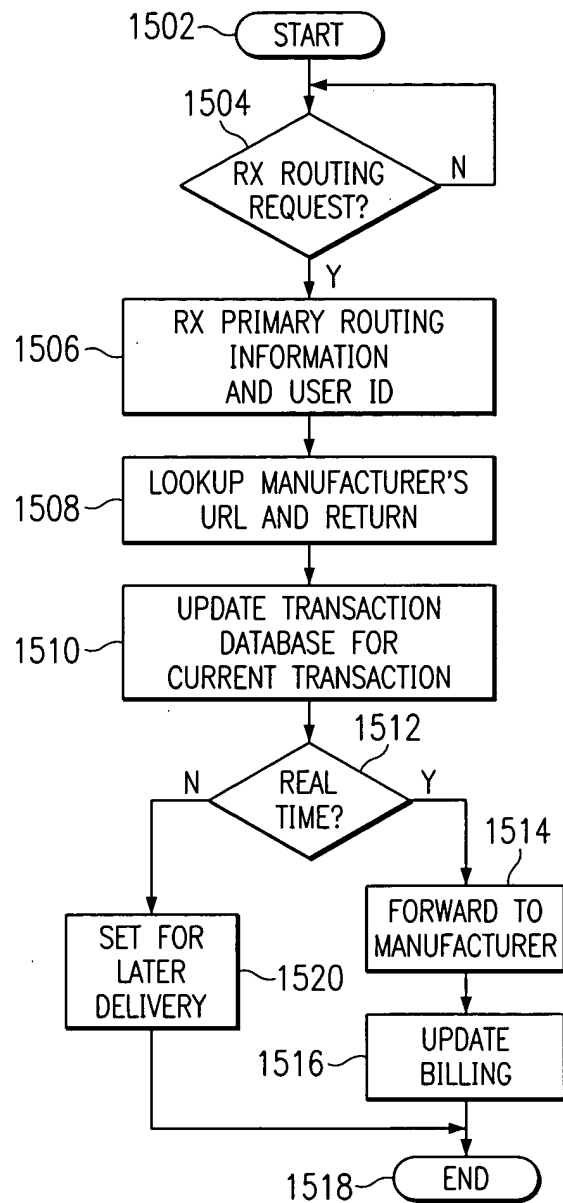


FIG. 15

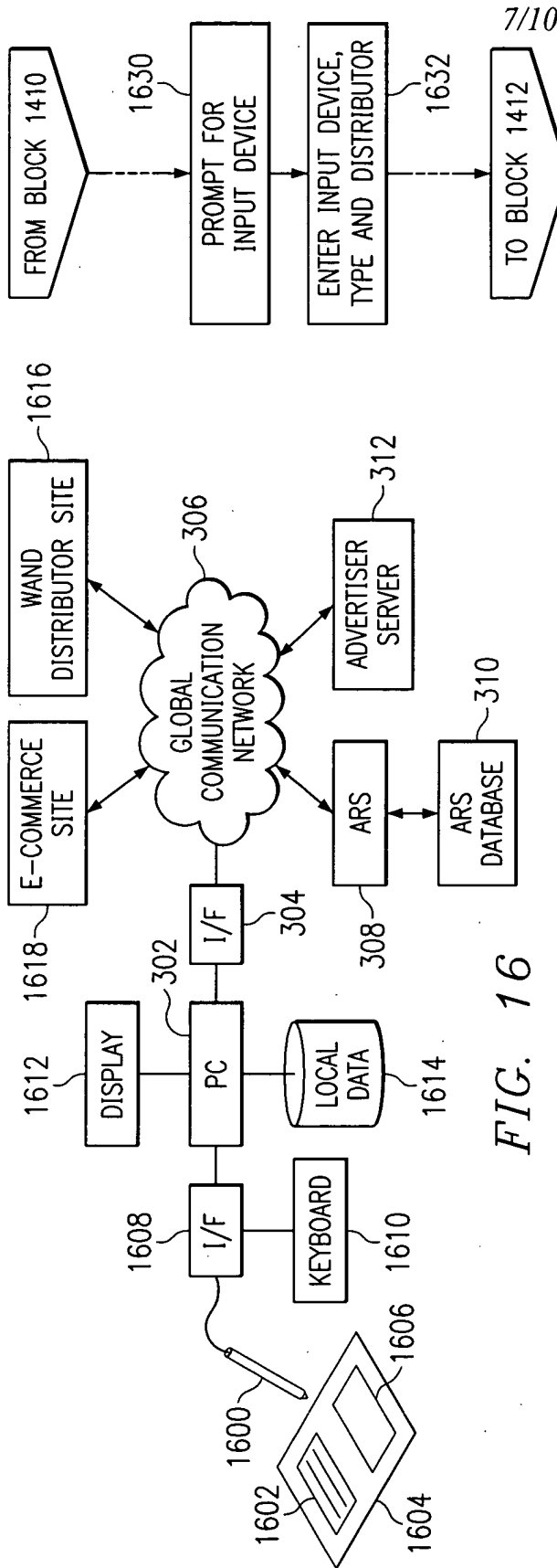
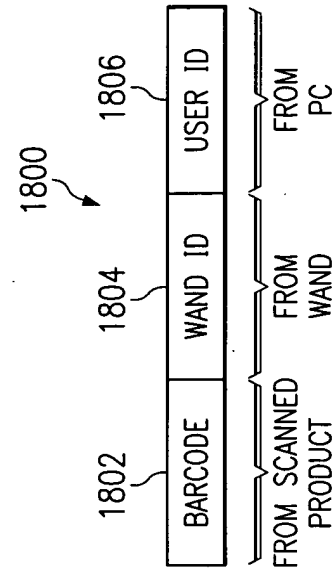
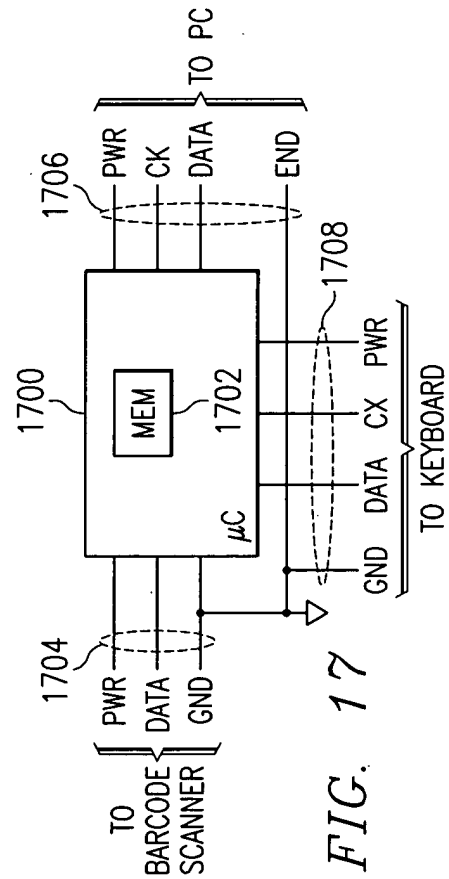
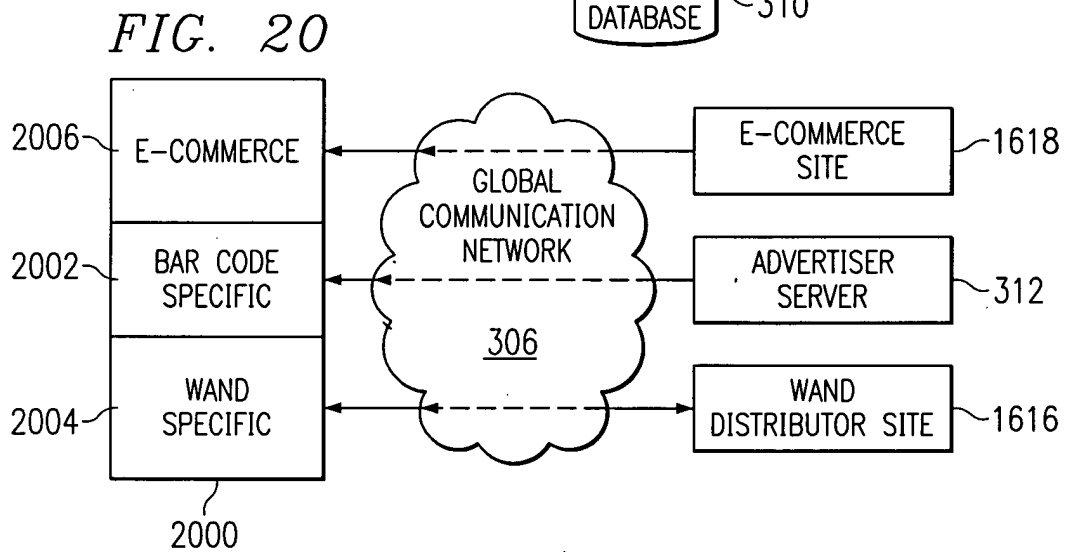
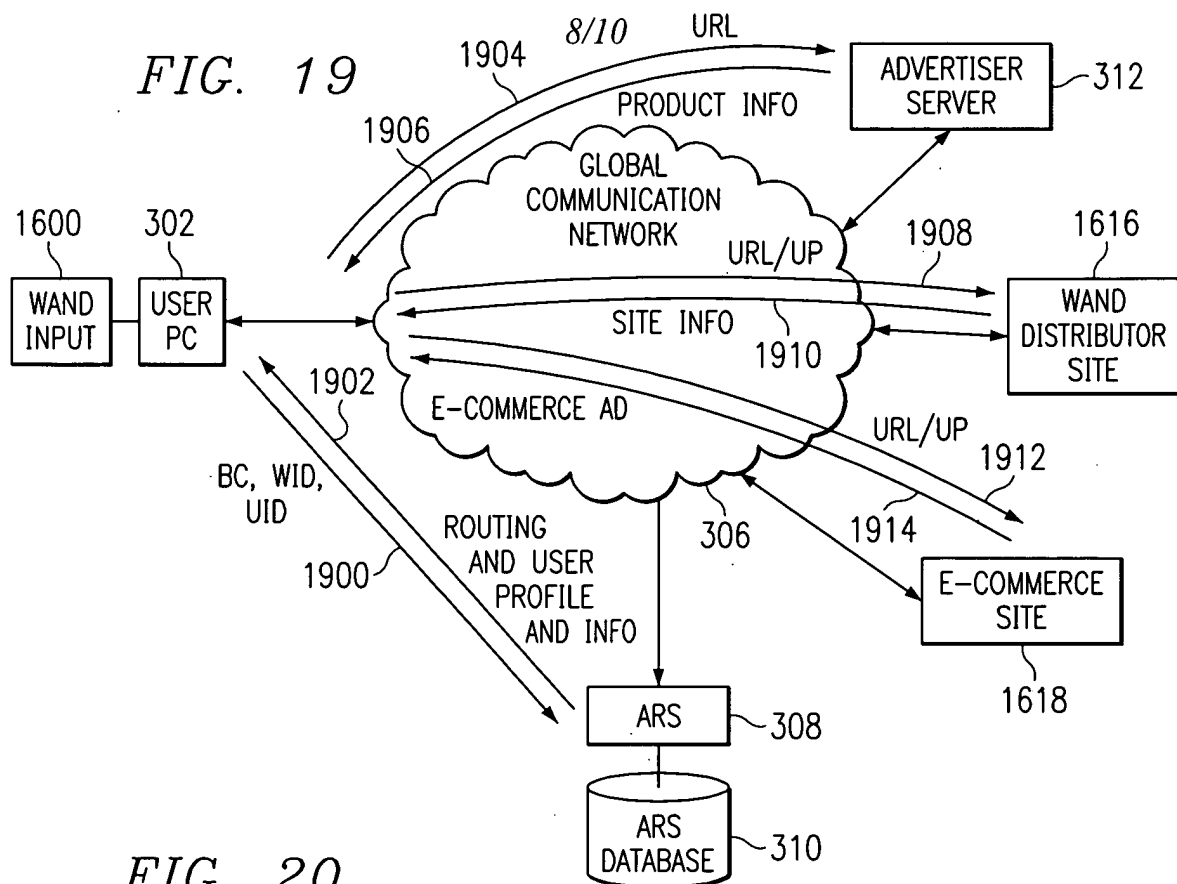


FIG. 16a





2102		2104		2106		2108	
PRODUCT		WAND		USER		E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE		BC	INFO

FIG. 21



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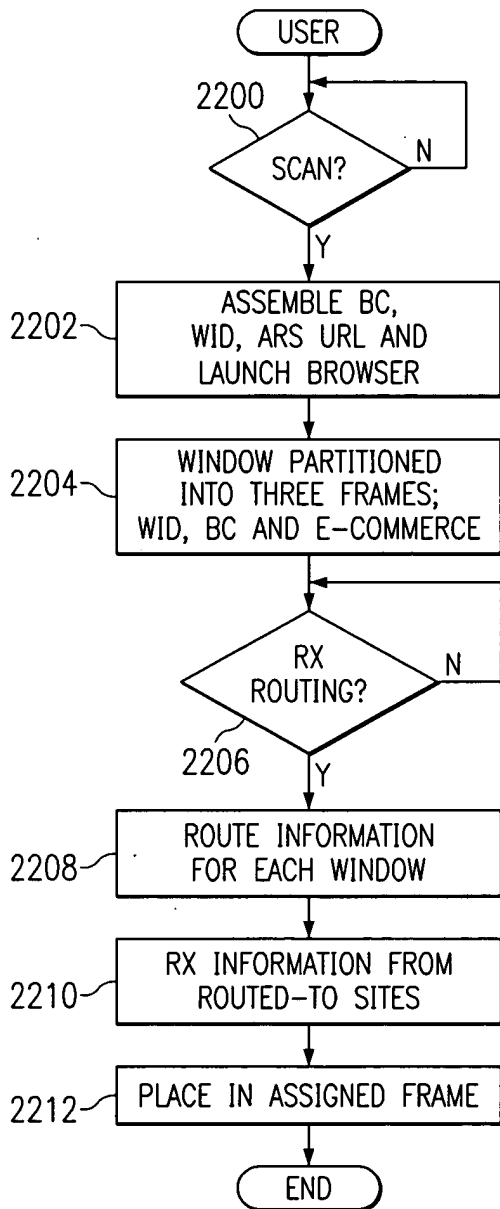


FIG. 22

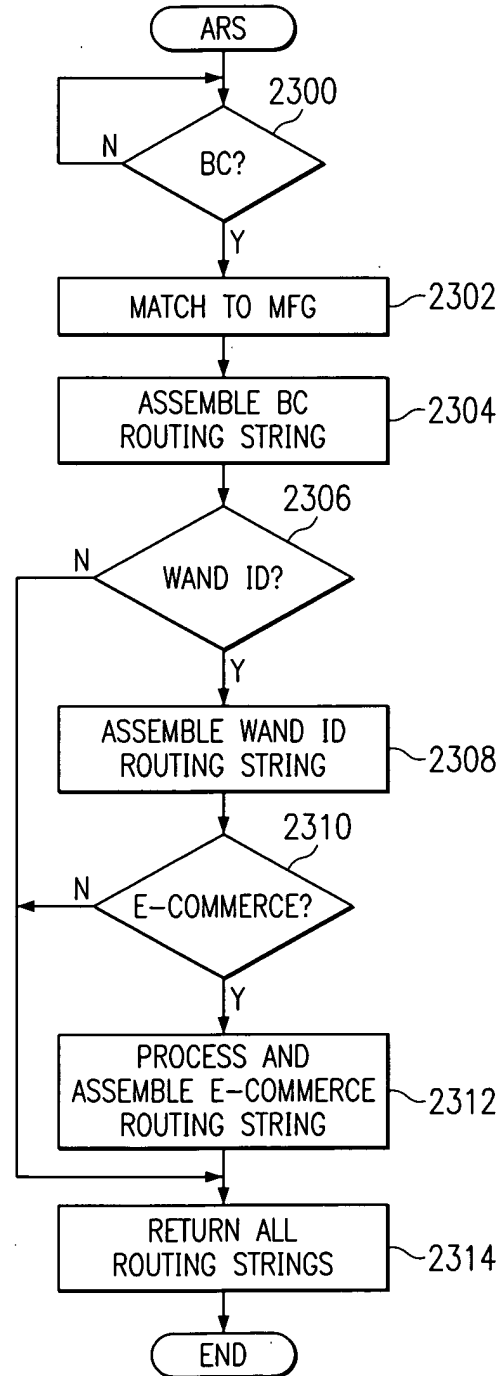


FIG. 23

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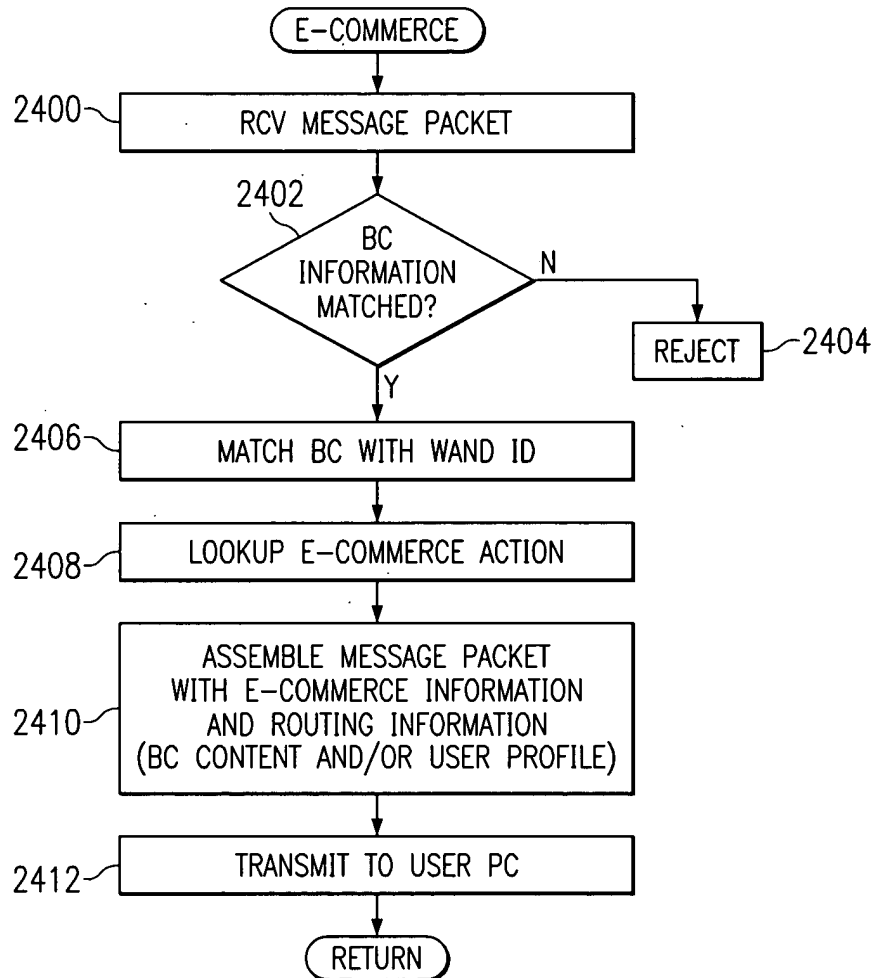


FIG. 24